

Restrictions on cartoons and pictures in solicitors' advertisements – general guidance to practitioners

This notice is intended as general guidance in relation to the subject matter and does not constitute a definitive statement of law. Reference to a solicitor includes a reference to a firm of solicitors in this context.

Specific restrictions are in place with regard to the use of cartoons and dramatic or emotive pictures in advertisements published by a solicitor. Regulation 9(a) of the

Solicitors (Advertising) Regulations 2002 states that an advertisement published or caused to be published by a solicitor shall not:

- Include any cartoons (regulation 9(a)ii),
- Include any dramatic or emotive words or pictures (regulation 9(a)iii).

The Society is taking a strict approach against those solicitors

using images in their advertisements that would be considered in breach of the regulations.

The following are examples of images that may be considered in breach of the *Solicitors (Advertising) Regulations 2002*.

This is by no means an exhaustive indication of the types of images currently being used by solicitors in their advertisements and should be viewed as general guidance in

relation to the subject matter and does not constitute a definitive statement of the law.

Jack Kennedy is the Law Society's advertising regulations executive and is contactable at 01 672 4800 or j.kennedy@lawsociety.ie.

*John Elliot,
Registrar of Solicitors
and Director of Regulation*

FOCAL POINT

examples that may be in breach of the act

The following are examples of images that may be considered in breach of the *Solicitors (Advertising) Regulations 2002*.



Medical negligence



Medical negligence



Medical negligence



Medical negligence



Medical negligence



Accident at work



Cerebral palsy



Eye injury



Dental negligence



Medical negligence



Medical negligence



Road traffic accident



Accident at work



Accident at work



Slips, trips and falls



Animated GIF figure



Road traffic accident



Personal injury



Personal injury



Personal injury